

## Message Text

UNCLASSIFIED

PAGE 01 ATHENS 07081 01 OF 02 300659Z POSS DUPE  
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00  
PA-02 SIL-01 USIA-15 /050 W  
-----014500 311500Z /10

R 291341Z JUL 77  
FM AMEMBASSY ATHENS  
TO AMEMBASSY BELGRADE  
AMEMBASSY BUCHAREST  
AMEMBASSY CAIRO  
AMEMBASSY JIDDA  
AMEMBASSY KUWAIT  
AMEMBASSY NICOSIA  
AMEMBASSY SOFIA  
AMEMBASSY TEHRAN  
INFO AMEMBASSY ABU DHABI  
AMCONSUL ALEXANDRIA  
AMEMBASSY ALGIERS  
AMEMBASSY AMMAN  
USINT BAGHDA  
AMEMBASSY DAMASCUS  
AMEMBASSY DOHA  
AMEMBASSY KHARTOUM  
AMEMBASSY MANAMA  
AMEMBASSY RABAT  
AMEMBASSY SANA  
AMEMBASSY TEL AVIV  
AMEMBASSY TRIPOLI  
AMEMBASSY TUNIS  
SECSTATE WASHDC 1823  
USDOC WASHDC  
AMCONSUL THESSALONIKI

UNCLAS SECTION 1 OF 2 ATHENS 7081

E.O. 11652: N/A  
TAGS: BEXP, GR  
UNCLASSIFIED

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PAGE 02 ATHENS 07081 01 OF 02 300659Z POSS DUPE

SUBJ: U.S. PAVILION AT 1977 THESSALONIKI INTERNATIONAL FAIR

1. GENERAL DESCRIPTION: FOR EIGHTH CONSECUTIVE YEAR,  
EMBASSY ATHENS, IN COOPERATION WITH USDOC AND CONGEN  
THESSALONIKI, WILL SPONSOR EXHIBITION OF U.S. PRODUCTS  
AND SERVICES AT THESSALONIKI INTERNATIONAL FAIR SCHEDULED  
FROM SEPTEMBER 4-18. ONE THOUSAND THREE HUNDRED SQUARE

METER U.S. PAVILION WITH 50 EXHIBITORS WILL INCLUDE SIGNIFICANT NUMBER OF REGIONAL U.S. FIRMS, EXCLUDED UNDER GREEK LAW 89 FROM LOCAL MARKET, WHO ARE PRIMARILY INTERESTED IN ATTENDANCE BY REGIONAL AND SPECIFICALLY MIDDLE EASTERN CLIENTS. PARTICIPATION BY THESE EXHIBITORS REFLECTS GROWING ROLE OF GREECE AS REGIONAL COMMERCIAL CENTER AND PRESENCE HERE OF APPROXIMATELY 175 U.S. FIRMS WITH MIDDLE EAST REGIONAL RESPONSIBILITY, AS WELL AS INCREASED ATTENDANCE BY ARAB VISITORS AT 1976 THESSALONIKI FAIR. A USIS SPECIAL EXHIBIT ON THE THEME "DIMENSIONS USA" WILL FEATURE THE SCIENCE OF MEASUREMENT AND INSTRUMENTATION.

2. A SPECIAL SECTION OF PAVILION WILL FEATURE LATEST US COMPUTER AND ELECTRONIC TECHNOLOGY FROM CONTROL DATA, MONROE INTERNATIONAL, AUERBACH, IBM, WANG, ADDRESSOGRAPH-MULTIGRAPH, CENTRONICS, TEXAS INSTRUMENTS, AND RCA. MANY OF THE COMPUTERS AND RELATED EQUIPMENT TO BE SHOWN HAVE NOT PREVIOUSLY BEEN EXHIBITED IN GREECE AND WILL RANGE FROM SMALLER ELECTRONIC CALCULATORS AND PROGRAMMABLES TO MAJOR COMPUTER INSTALLATIONS. IN THE LATTER CATEGORY, CONTROL DATA WILL INTRODUCE A LINE OF COMPUTERS ESPECIALLY DESIGNED FOR EDUCATIONAL USES. OTHER HIGHLIGHTS OF THE PAVILION INCLUDE SECTIONS DEVOTED TO AMERICAN AUTOMOBILES AND AUTOMOTIVE ACCESSORIES; OUTBOARD MOTORS AND BOATS; AND PLASTICS AND CHEMICALS. A LOUNGE AREA WILL BE AVAILABLE FOR UNCLASSIFIED

UNCLASSIFIED

PAGE 03 ATHENS 07081 01 OF 02 300659Z POSS DUPE

PRIVATE BUSINESS DISCUSSIONS OR PRE-ARRANGED EXHIBITOR SEMINARS. THE FAIR HOURS OF OPERATION WILL BE 0900 TO 1300 AND 1700 TO 2200 DAILY. THERE WILL AGAIN BE ABOUT 24 INTERNATIONAL PAVILIONS AND 800 GREEK EXHIBITORS.

3. U.S. COMPANIES PARTICIPATING AND PRODUCTS: FOLLOWING IS A PARTIAL LISTING OF EXHIBITING FIRMS:  
AERONIX HELLAS S.A. - AIR CONDITIONING AND HEATING UNITS.  
AMERICAN EXPORT LINES, INC. - SHIPPING SERVICES.  
AMERICAN MOTORS CORP. - AUTOMOBILES.  
APCO INDUSTRIES S.A. - INDUSTRIAL PLASTICS.  
AUERBACH PUBLISHERS INC. - COMPUTER PUBLICATIONS AND TECHNOLOGY REPORTS.  
ARCHER DANIELS MIDLAND CO. - SOYA PRODUCTS.  
ADDRESSOGRAPH/MULTIGRAPH - PHOTOTYPESETTERS, GRAPHIC ARTS FILM.  
BEIRUT EXPRESS - TRAVEL, PACKING, MOVING, STORAGE, AIR AND SEA FREIGHT, INSURANCE.  
BOSTON WHALER INC. - BOATS.  
VATERPILLAR - WHEEL TYPE LOADER.  
CENTRONICS DATA COMPUTER CORP. - COMPUTER EQUIPMENT AND SERVICES.  
CONTROL DATA CORP. - COMPUTER EQUIPMENT AND SERVICES.

DART INDUSTRIES INC. - PLASTIC "TUPPERWARE" HOUSEHOLD  
CONTAINERS.  
DEVILBISS CO. - AIRLESS SPRAY EQUIPMENT, ELECTROSTATIC  
POWDER APPLICATION EQUIPMENT, AIR COMPRESSORS.  
DOW CHEMICAL (HELLAS) S.A. - CHEMICALS, PLASTICS, PHARMACEUTICALS.  
ELECTRO ENGINEERING PRODUCTS CO. - HEAVY DUTY POWER TOOLS.  
EMERSON INTERNATIONAL SALES CORP. - HOUSEHOLD AIR CONDITIONING.  
GENERAL MEDICAL CO. - PERMANENT DIPILATORS.  
GENERAL MOTORS - AUTOMOBILES.  
GLASTRON/CARLSON - BOATS.  
GOODYEAR INTERNATIONAL CORP. - TIRES.  
HARLEY DAVIDSON MOTOR CO. - POLICE & RECREATIONAL MOTORCYCLES.  
HOLLAND HOUSE BRANDS C. - COCKTAIL MIXES.  
IBM WORLD TRADE CORP. - OFFICE EQUIPMENT.  
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 ATHENS 07081 01 OF 02 300659Z POSS DUPE

INTERNATIONAL MERCURY LTD. - OUTBOARD MOTORS.  
INTERNATIONAL STANDARD BRANDS - FOOD PRODUCTS.  
IDEAL STANDARD S.A.I. - VITREOUS CHINA LAVATORIES WITH  
PEDESTALS, WATER CLOSETS, BIDETS, CISTERNS, PASTIC  
ITEMS, TOILET SEATS AND COVERS, REFRACTORY BRICKS.

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UNCLASSIFIED

PAGE 01 ATHENS 07081 02 OF 02 311237Z POSS DUPE  
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 /050 W

-----022450 311501Z /45

R 291341Z JUL 77

FM AMEMBASSY ATHENS  
TO AMEMBASSY BELGRADE  
AMEMBASSY BUCHAREST  
AMEMBASSY CAIRO  
AMEMBASSY JIDDA  
AMEMBASSY KUWAIT  
AMEMBASSY NICOSIA  
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AMEMBASSY SANA  
AMEMBASSY TEL AVIV  
AMEMBASSY TRIPOLI  
AMEMBASSY TUNIS  
SECSTATE WASHDC 1824  
USDOC WASHDC  
AMCONSUL THESSALONIKI

UNCLAS SECTION 2 OF 2 ATHENS 7081

JEEP CORPORATION - FOUR-WHEEL DRIVE VEHICLES.  
KELVINATOR INTERNATIONAL CORP. - REFREIGERATION AND APPLIANCES.  
UNCLASSIFIED

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PAGE 02     ATHENS 07081 02 OF 02 311237Z POSS DUPE

LOCKHEED AIRCRAFT SERVICE CO. - AEROSPACE INDUSTRY DEVEOPMENT  
AUSTIN CO.                    AND MANAGEMENT,  
GENERAL ELECTRIC            DESIGNERS, ENGINEERS,  
WESTINGHOUSE                AIRCRAFT ENGINES, ELECTRONICS.  
MARINER INTERNATIONAL CORP. - OUTBOARD MOTORS.  
MOBIL OIL HELLAS A.E. - PETRELEUM PRODUCTS.  
MONROE INTERNATIONAL - ELECTRONIC CACLULATORS AND PROGRAMMABLES,  
CALCULATORS, DIAZO PRINTING MACHINES.  
NIAGARA THERAPY INC. - CYCLO-MASSAGE EQUIPMENT.  
NORTHWEST PRODUCTS - SHOWER MASSAGE, SMOKE ALARMS, STEEL  
BLADES, PINE TOILETRIES.  
POLAROID - INSTANT CAMERAS.  
PARSONS AND WHITTEMORE - PULP AND PAPER.  
PEAVEY ELECTRONICS - PUBLIC ADDRESS SYSTEMS AND ELECTRONIC  
COMPONENTS.  
RCA - ELECTRONIC PROFESSIONAL EQUIPMENT AND COMPONENTS.  
SATURN PLASTICS - INDUSTRIAL PLASTICS AND RELATED MATERIALS.  
SE-LAND SERVICE, INC. - TRANSPORT SERVICE.  
STATE OF MISSISSIPPI - INDUSTTRIAL AND AGRICULTURAL PRODUCTS.  
TEXAS INSTRUMENTS - MINI-COMPUTERS AND CALCULATORS.  
UNION CARBIDE HELLAS - UCAR BATTERIES.  
UNITED STATES STEEL INTERNATIONAL, INC. - TINPLATE, STEEL  
SHEETS, STEEL PLATES, STEEL PIPE, WIRE ROPE AND  
OTHER STEEL AND RELATED PRODUCTS.  
VALVOLINE OIL CO. - MOTOR OILS.  
WANG - COMPUTERS.

4. ACTION REQUESTED: EMBASSY WOULD APPRECIATE POSTS'

ASSISTANCE IN ENCOURAGING ATTENDANCE AT U.S. PAVILION  
AND EXTENDING INVITATIONS TO POTENTIAL CUSTOMERS AND  
VISITOR FROM YOUR COUNTRY. IF APPROPRIATE, A PRESS  
RELEASE THROUGH USIS TO LOCAL NEWSPAPERS AND SPECIALIZED  
COMMERCIAL PUBLICATIONS DRAWN FROM THE INFORMATION IN THIS  
UNCLASSIFIED

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PAGE 03 ATHENS 07081 02 OF 02 311237Z POSS DUPE

TELEGRAM, WOULD BE DESIRABLE. PLEASE ADVISE EMBASSY OF  
GROUPS OR IMPORTANT INDIVIDUAL VISITORS AND WE WILL  
ARRANGE APPROPRIATE COURTESIES AT PAVILION AND INCLUSION  
IN SCHEDULED AMERICAN DAY RECEPTION SEPTEMBER 6. PROSPECTIVE  
VISITORS MAY ALSO CONTACT COMATT AT TELEX 21-5548  
OR CONGEN THESSALONIKI AT TELEX 041285.  
MILLS

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**TAGS:** BEXP, GR  
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**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
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